

SYSTEM AND METHOD FOR PROVIDING DIGITAL MESSAGING SERVICES

ABSTRACT OF THE DISCLOSURE

5 An exemplary embodiment of the invention relates to a system and method for providing digital messaging services received from multiple sources over a communications network. The system includes a client system, including a display screen coupled to a communications link; a workstation including a web browser, a memory, and a processor, said workstation coupled to said communications link; a hosting system, including a graphics server, a content server, and a scheduling server, 10 each in communication with each other via a communications link; and a workstation and data storage device coupled to the communications link; and a data storage device for storing data utilized by said hosting system.

The client system requests and receives digital messaging services from said hosting system under a subscription agreement. Digital messaging services include 15 advertisements procured from said client system, and one or more local content providers, national advertisers, local advertisers, corporate marketing groups, and advertising agencies. Interactive digital messaging services are also available through the present invention. A user accesses these services via a variety of input devices, such as a bar code scanner, a wireless telephone or personal digital assistant, a kiosk 20 with touch screen design, microphone, or other similar input device.